

IF \$2175
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

APPLICATION NUMBER: 10/037,005
FILING DATE: December 21, 2001
FIRST NAMED INVENTOR: MATZ
GROUP ART UNIT: 2175
EXAMINER NAME: Unknown
ATTORNEY DOCKET NUMBER: BS01442

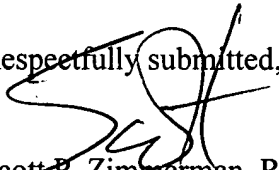
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

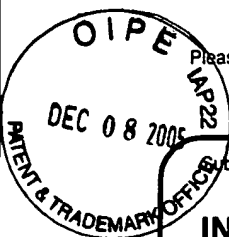
Director:

The Assignee respectfully requests entry and consideration of the references listed on the enclosed PTO 1449 Forms. Because this Supplemental Information Disclosure Statement is submitted after a first office action has issued, the Assignee herewith includes the 37 C.F.R. § 1.17 (p) fee of \$180.

If the Office has any questions, the Office is invited to contact the undersigned at (919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,


Scott P. Zimmerman, Reg. No. 41,390
Attorney for Assignee



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PTO/SB/08A (08-00)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

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U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		5,848,397		Marsh et al.	12-1998	
		5,721,827		Logan et al.	02-1998	
		5,809,481		Baron et al.	09-1998	
		5,854,897		Radziewicz et al.	12-1998	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings fo the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

Examiner
Signature

Date
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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